

Processed Fruit and Vegetables in Hungary

Market Direction | 2024-11-06 | 23 pages | Euromonitor

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Report description:

The Hungarian processed fruit and vegetable landscape witnessed a notable increase in volume sales of frozen products, driven by advancements in freezing technology. Techniques such as freezing tunnels and shock-freezing methods effectively preserve the structure and vitamins of the produce, resulting in higher-quality offerings that appeal to health-conscious consumers. This enhanced quality has significantly boosted the popularity of frozen fruits and vegetables, particularly among those seeki...

Euromonitor International's Processed Fruit and Vegetables in Hungary report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Frozen Processed Fruit and Vegetables, Shelf Stable Fruit and Vegetables.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Processed Fruit and Vegetables market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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High share of private label sales as players offer competitive pricing and frequent promotions

Decreasing volume sales of shelf stable fruits and tomatoes during 2024

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Convenience and health and wellness drive product innovation on the landscape

As disposable incomes improve, innovation will focus on premium launches

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